MARIS STELLA COLLEGE (AUTONOMOUS), VIJAYAWADA-8
(Affiliated to Krishna University, Machilipatnam)
SYLLABUS

Subject: Computer Science	**Semester: V/VI**
Course Title: E– Commerce Applications	**Course Code: 20CSSEC31EA3**
No. of Hours: 45 **LTP: 300**	**Credits: 3**

Objectives
- To understand the foundation and importance of e–commerce.
- To analyse and evaluate electronic business applications and design electronic business models.
- To learn how to Create and Customize Wordpress Website.

Course Outcomes
CO1: Apply knowledge in all fields of business studies by drafting a website presence plan.

CO2: Understand the factors needed in order to be successful in e-commerce.

CO3: Gain skills to gather about the different components of building a web presence

CO4: Solve problems and issues that might pop up during the establishment of the web presence

CO5: Apply Word Press as a content management system (CMS) and design a website.

UNIT- I (9 Hrs.)
Introduction to E– commerce – Meaning and concept – E– commerce, E– commerce v/s Traditional Commerce, E– Business & E– Commerce – History of E– Commerce, EDI – Importance, features & benefits of E– Commerce, Impacts, Challenges & Limitations of E– Commerce - Programming Exercises.

UNIT- II (9 Hrs.)
Business models of E – Commerce – Business to Business, 2.1.2 Business to customers 2.1.3Customers to Customers, Business to Government, Business to Employee, Influencing factors of successful E– Commerce, Architectural framework of Electronic Commerce, Web based E Commerce Architecture, Internet Commerce - Programming Exercises.

UNIT- III (9 Hrs.)
Electronic data Interchange – EDI Technology, EDI- Communications , EDI Agreements, E– Commerce payment system, Digital Economy - Programming

Exercises.

UNIT- IV   **(9 Hrs.)**
A Page on the web – HTML Basics, Client Side scripting -JAVA SCRIPT basics, Server side Scripting- PHP basics - Programming Exercises.

UNIT- V   **(9 Hrs.)**
Logging in to Your Word press Site – word press dash board, creating your first post, adding photos and images, creating hyper link, adding categories and tags - Programming Exercises.

Co-Curricular Activities
- Assignments on problem solving
- Group discussions
- Student presentations and seminars
- Online quizzes
- Project work

Prescribed Books
1. Turban, Rainer, and Potter, Introduction to E-Commerce, second edition, 2003.
2. H. M. Deitel, P. J. Deitel and T. R. Nieto, E-Business and E-Commerce: How to Programe, Prentice hall, 2001.
3. WordPress All-in-One For Dummies -written by Lisa Sabin Wilson with contributions by Michael Torbert, Andrea Rennick, Cory Miller, and Kevin Palmer.

Reference Books
1. Elias. M. Awad, "Electronic Commerce", Prentice-Hall of India Pvt Ltd.
2. Ravi Kalakota, Andrew B. Whinston, "Electronic Commerce-A Manager's guide", Addison-Wesley
3. https://w3cschools.com
4. David Whiteley, E-Commerce: Strategy, Technologies and Applications, Tata McGraw Hill.

MARIS STELLA COLLEGE (AUTONOMOUS), VIJAYAWADA – 8
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Blueprint

Subject: Computer Science **Semester: V/VI**

Course Title: E– Commerce Applications **Course Code: 20CSSEC31EA3**

Time: 3 Hrs. **Max. Marks: 100**

SECTION – A

Answer **ALL** questions **20 x 1 = 20M**

Q. No.	UNIT	Marks Weightage	RBT LEVEL
1	I	1	
2	I	1	
3	II	1	
4	II	1	
5	III	1	**No. of questions to be set**
6	III	1	RBT1 – 8
7	IV	1	RBT2 – 8
8	IV	1	RBT3 – 2
9	V	1	RBT4 – 2
10	V	1	
11	I	1	
12	I	1	
13	II	1	
14	II	1	
15	III	1	
16	III	1	
17	IV	1	
18	IV	1	
19	V	1	
20	V	1	

SECTION – B

Answer any **FOUR** questions   **4 x 8 = 32M**

Q. No.	UNIT	Marks Weightage	RBT LEVEL
21	I	8	**No. of questions to be set**
22	II	8	RBT1 – 2
23	III	8	RBT2 – 2
24	IV	8	RBT3 – 1
25	V	8	RBT4 – 1
26	I / II / III / IV / V	8	

SECTION – C

Answer any **FOUR** questions   **4 x 12 = 48M**

Q. No.	UNIT	Marks Weightage	RBT LEVEL
27	I	12	**No. Of questions to be set**
28	II	12	RBT1 – 2
29	III	12	RBT2 – 2
30	IV	12	RBT3 – 1
31	V	12	RBT4 – 1
32	I / II / III / IV / V	12	

Subject: **Computer Science**   Semester: **V**
Course Title: **E– Commerce**   Course Code: **20CSSEC31EA3**
            Applications
Time: **3 Hrs.**   Max. Marks: **100**

SECTION – A

Answer **ALL** the questions   **20 X 1 = 20 M**

1. _____ is concerned with the buying and selling information, products and services over computer communication networks.
   A. Commerce
   B. E-Commerce
   C. E-Business
   D. None of these

2. _____ is a function of E commerce.
   A. Marketing
   B. Supply Chain
   C. Finance
   D. All

3. _____ is a part of the 4 important types of E-commerce.
   A. B2B
   B. P2P
   C. C2A
   D. All

4. What is e-payment?
   A. Electronic payment for buying and selling through the internet
   B. Payment of online software
   C. Payment of online services
   D. None

5. What is the name for direct computer to computer transfer of transaction information contained in standard business documents?
   A. internet commerce
   B. e-commerce
   C. transaction information transfer
   D. electronic data interchange

6. _____ is a financial instrument which can be used more than once to borrow money or buy products and services on credit.
   A. Credit card
   B. E-cheques
   C. E-cash

D. None

7. _____ is a person who breaks in or trespasses a computer system
   A. Hacker
   B. Snooper
   C. Operator
   D. Spoofer

8. The most prevelant online payment method is _____.
   A. Paypal
   B. Checks
   C. Credit cards
   D. Debit

9. Which is not a function of E-commerce?
   A. Marketing
   B. Advertising
   C. Warehousing
   D. Online payment

10. What are the attributes used to change the size of an image?
    A. Width and height
    B. Big and small
    C. Top and bottom
    D. High to low

11. Google is one of the most popular _____

12. E-Commerce stands for _____.

13. ____ is the payment facilitator through which customers shall make payments for their purchases.

14. The full for of UPI is _____

15. ___ type of e-commerce focuses on consumers dealing with each other.

16. Tag used to create an ordered list in HTML _____.

17. The CSS inside HTML elements used alongside style attribute is ____.

18. _____ tags is used to add a row to a table in HTML.

19. The HTML attribute used to define the internal stylesheet is ____.

20. ____ tag is used to create a hyperlink in HTML.

SECTION – B

Answer any **FOUR** questions   **4 x 8 = 32 M**

21. What is E-Commerce? Explain in detail about positives and negatives.
22. Explore different online services.
23. What are the various payment gateways?
24. Demonstrate internal CSS with example.
25. Describe about E-commerce security environment.

26. Create your college prospectus.

SECTION – C

Answer any **FOUR** questions   **4 x 12 = 48 M**

27. Explain in detail about different types of E-Commerce business models.
28. Discover different methods of e payments.
29. Describe about various e-commerce applications.
30. Write a HTML program to create your class timetable.
31. What are the security threats in E-commerce environment?
32. Write a HTML program to create different types of lists.